



## News Release

*For Immediate Release*

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### **2nd Chance 4 Pets' Campaign Strives to Reduce the Number of Pets Orphaned When Their Owners Die (September 12, 2005)**

Orphaned Pet Awareness Week (September 12-18, 2005) Encourages Pet Owners to Create a Lifetime Plan for Their Pet

LOS GATOS, Calif. (September 12, 2005) - Each year, more than 500,000 pets are orphaned and tragically euthanized in the United States due to the death or disability of their owners. In response to this problem, 2nd Chance 4 Pets is launching Orphaned Pet Awareness Week (OPAW), a campaign dedicated to educating pet owners on the steps they should take to ensure lifetime care for their pets.

In this first annual campaign, taking place the week of September 12, 2005, the Los Gatos, California-based nonprofit organization is focusing its efforts on creating awareness among pet owners in the Bay Area and in the city of Los Angeles.

Only 20 percent of household pets are adopted from animal shelters, and a significant number of potentially adoptable animals are euthanized due to a lack of new homes and resources at animal shelters throughout the country. 2nd Chance 4 Pets addresses the long-neglected issue of the thousands of pets needlessly orphaned and euthanized each year by providing pet owners with strategies to ensure their pet will always be given proper care.

"Most responsible pet owners are not aware of the planning options that are available to ensure continuous care for their pets," says Amy Shever, Director of 2nd Chance 4 Pets. "Our organization is helping pet owners plan for the lifetime care of their pets by assisting them with establishing emergency plans, and encouraging them to select caregivers who are committed to caring for their pet should the owner no longer be able to care for them."

More than 800 pets were orphaned after the terrorist attacks in New York City on September 11, 2001 because their owners had not made appropriate plans for their pets. It took rescuers two weeks to find one cat, Sophie, after her 32-year-old owner was killed. Saddened by these stories, Shever started 2nd Chance 4 Pets in hopes of preventing other pets from being left without homes and without people to care for them.

Through the OPAW campaign, 2nd Chance 4 Pets emphasizes that even the simplest of actions can go a long way in ensuring that a family pet will always be looked after, and will not become one of the many animals that are sadly relinquished and euthanized.

Pet owners are encouraged to visit the organization's web site at [www.2ndchance4pets.org](http://www.2ndchance4pets.org) to download emergency identification cards for their pet, and to learn how to appropriately plan for the lifetime care of their pets.